

**School Goal(s):** Goal(s): (1) Expand classroom-based activities by partnering with a minimum of 157 teachers participating in the Campaign. (2) Expand school participation to include organizational changes and greater involvement in the community.

Target	Activity/Methods	Sphere of Influence Addressed	Evaluation Measures	Timeframe	Remarks
<b>Objective 1: Improve fruit and vegetable and physical activity-related knowledge, opinions, skills, and behaviors among fourth and fifth</b>					
4th/5th grade teachers at schools w/>50% f/r meal participation	Contact previously participating teachers to solicit renewed commitment for 2004, securing a commitment from a minimum of <b>60</b> teachers. 1. Communicate by phone/fax/email. 2. Assess resource materials needed. 3. Offer/coordinate training, as needed.	Interpersonal	Quantities of materials reordered; number of teachers renewed	Jan. - Dec. 04	
4th/5th grade teachers at schools w/>50% f/r meal participation	Recruit a minimum of <b>97</b> new teachers. 1. Gain school-level support through meetings with principals, curriculum directors, etc. 2. Conduct teacher trainings. 3. Provide follow-up support to teachers.	Interpersonal	Tracking of numbers of teachers trained; quantities of new materials ordered; training evaluation forms	Jan. - Dec. 04	

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4th/5th grade teachers at schools w/>50% f/r meal participation	Provide training and technical assistance to participating teachers. Inform teachers and other school representatives of opportunities to connect with other community channels and providing related technical assistance. 1. Through contact during initial training 2. Through a <i>Power Play!</i> newsletter distributed at least once	Interpersonal	# of trainings conducted; # of teachers trained; training evaluation forms	Jan. - Dec. 04	
4th/5th grade students at schools w/>50% f/r meal participation	Teachers conduct activities from the <i>5 a Day--Power Play! School Idea and Resource Kit</i> to achieve a minimum of <b>25,905</b> impressions. Note: Impressions should be calculated as follows: # of teachers <b>(157)</b> x avg. # of students per classroom <b>(33)</b> <b>(total 5,181 students)</b> x avg number of activities conducted by each teacher <b>(5)</b> . Teachers should conduct a minimum of 5 activities during the school year.	Individual/ Interpersonal	Number of impressions gathered from returned tracking forms; random-sample phone surveys; estimated from material orders	Jan. - Dec. 04	
<b>Objective 2: Establish partnerships with a minimum of 4 schools within the region to gain organizational-level participation, including participation from classroom teachers, the school food service department, and school administration.</b>					

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Local Incentive Awardees working with elementary schools	<p>Contact Nutrition Network Local Incentive Awardees (LIA's) to recruit their participation in the <i>5 a Day--Power Play! Campaign</i>.</p> <ol style="list-style-type: none"> <li>1. Contact all LIA's via phone or in person.</li> <li>2. Explore potential partnering opportunities and determine level of participation.</li> <li>3. Provide materials, training, and technical assistance.</li> </ol>	Institutional/Community	# of LIAs participating; % of total potential LIAs participating	Jan. - Mar. 04	

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School districts and sites w/>50% f/r meal participation	<p>Identify a minimum of <b>2</b> school districts and <b>4</b> school sites to be recruited as official <i>5 a Day--Power Play! Campaign</i> partners. An official partner: (1) has a minimum of 50% of <u>eligible</u> fourth and fifth grade teachers implementing classroom-based activities; (2) promotes the <i>Campaign's</i> messages through school food service merchandising and promotional activities; and (3) has written support from district and/or school administration, such as the superintendent or principal.</p> <ol style="list-style-type: none"> <li>1. Identify potential partners.</li> <li>2. Contact administrators and foodservice directors at designated districts and schools to determine interest in becoming an official partner</li> <li><b>3. Obtain letter of support from district/school administration</b></li> <li><b>4. Assess partners' needs for support to establish, continue, and/or expand existing services (i.e., information about funding opportunities, educational materials, community resources, etc)</b></li> <li><b>5. Offer and provide support as needed, such as providing materials for classrooms and cafeterias</b></li> <li><b>6. Re-contact districts and schools to determine maintenance/growth in these</b></li> </ol>	Institutional	# of school districts and school sites contacted; # of official school districts and school sites committed	Jan. - Dec. 04	

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School food/nutrition service directors/staff at schools w/>50% f/r meal participation	Recruit 1 school food/nutrition service director to conduct merchandising and promotional activities to promote fruit and vegetable consumption during school meals and snacks and/or to collaborate with classroom teachers to conduct activities. 1. Contact previously participating and new foodservice directors. 2. Assess resource materials and support needed. 3. Food Service Director implements program to achieve a minimum of 900 impressions. 4. Obtain tracking information from Food Service Director.	Institutional Interpersonal Individual	# of school food/nutrition service directors; # of school sites; # of impressions achieved	Jan. - Dec. 04	
4th/5th grade teachers and students at schools w/>50% f/r meal participation	Promote Spring into Health(SIH) activities in eligible schools in partnership with local American Cancer Society (ACS) offices. 1. Collaborate with ACS to plan SIH activities. 2. Conduct SIH activities.	Individual Interpersonal Institutional	# of teachers recruited through SIH; # of impressions achieved	Jan. - May 04	

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Staff at school districts and sites w/>50% f/r meal participation	Promote the use of the Nutrition Olympics toolkit to appropriate district and school staff. 1. Promote toolkit at trainings, meetings, conferences, etc. 2. Provide technical assistance to schools as needed. 3. Schools to conduct Nutrition Olympics activities to achieve a minimum of <b>1,125</b> impressions	Institutional Interpersonal Individual	# of Nutrition Olympics conducted; # of impressions achieved	Jan. - Dec. 04	
<b>Objective 3: Advocate for policy, systems, and environmental changes in school districts, school sites, and county offices of education.</b>					
Schools w/>50% f/r meal participation	Identify a minimum of <b>2</b> schools identified as official <i>5 a Day--Power Play!</i> partners in which to conduct policy, systems, and/or environmental change activities. 1. Identify schools. 2. Collaborate with schools to identify policy, systems, and/or environmental changes to work towards. 3. Collaborate with schools to develop action plan.	Institutional	# of schools identified; goals identified; action plan developed; completion of action plan; results	1. Jan. - Jun. 04 2. Jan. - Sep. 04 3. Jan. - Dec 04	
Schools w/>50% f/r meal participation	Educate appropriate school districts and staff on the implementation of the California Childhood Obesity Prevention Act (SB677). 1. Promote implementation at trainings, meetings and conferences, etc. 2. Provide a list of healthy vending options.	Institutional Policy	training and meeting agendas; conference presentations	Jan. - Dec. 04	

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Schools w/>50% f/r meal participation	Educate appropriate school district and staff on benefits of school gardens and the availability of the WGA garden grants. 1. Provide WGA application information to interested schools and districts.	Institutional	training and meeting agendas; # of partner schools applying for WGA grants	Jan. - Dec. 04	